

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 141547Z APR 75
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9244
AMEMBASSY VIENNA
AMEMBASSY WARSAW
USIA WASHDC

UNCLAS MOSCOW 5135

USDOC FOR BEWT/DOWNEY BIC/THOMAS DIBA/ZENS FROM BROMEL/BLOW

VIENNA FOR EWTC/MARTIN

WARSAW FOR USTDTIO/HERTZBERG

USIA FOR IBS/PS

E.O. 11652 N/A
TAGS: BEXP, UR
SUB: NASOSY 75, FINAL REPORT

1. FINAL REPORT FOR NASOSY 75 (PUMPS AND COMPRESSORS 75)
TYPE 8, FAIR AS OF COB APRIL 11, 1975. FORMAT FOLLOWS:
1. NASYSY '75, TYPE I FAIR
2. SOKOLNIKI PARK, MOSCOW, USSR
APRIL 1-10, 1975
3. AGENTS APPOINTED -0-; UNDER NEGOTIATION -1-
4. FLOOR SALES: 700,600 US DOLLARS
12 MONTH PROJECTION: 24,781,000 US DOLLARS
5. NUMBER OF REGISTERED VISITORS: -0-
ESTIMATED 50,000 SOVIET SPECIALISTS ATTENDED
EXHIBITION WHICH WAS NOT OPEN TO THE PUBLIC. KEY
SOVIET OFFICIALS ATTENDING:
M.M. FROLOV, HEAD OF INDUSTRIAL DEPARTMENT, COUNCIL
OF MINISTERS OF THE USSR; K.I. BREKHOV, MINISTER,
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MINISTRY OF CHEMICAL AND PETROLEUM MACHINE BUILDING;

G.G. ABRAMOV, DEPUTY MINISTER, MINISTRY OF CHEMICAL AND PETROLEUM MACHINE BUILDING; S.M. TIKHOMIROV, DEPUTY CHAIRMAN, STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY. IN ADDITION TO THESE AND LESSER SOVIET OFFICIALS, USA PAVILION WAS VISITED BY A 10-MAN POLISH DELEGATION HEADED BY MESSRS. GRABOWSKI AND KUBICKI OF POLIMEX-CEKOP, POLISH MINISTRY OF FOREIGN TRADE. MR. ADRIAN OLARIU, MOSCOW REPRESENTATIVE OF INDUSTRIAL EXPORT, ROMANIAN MINISTRY OF FOREIGN TRADE SPENT ENTIRE DAY AT NASOSY AND MET WITH AMERICAN EXHIBITORS WHO MANUFACTURE PUMPS.

6. NOTEWORTHY RESULTS: NEW BRUNSWICH SCIENTIFIC CO. IN., A NEW JERSEY FIRM, SIGNED A SALES CONTRACT FOR EXHIBIT GOODS VALUED AT 37,000 US DOLLARS. NEW BRUNSWICK EXPECTS TO DOUBLE THIS FIGURE IN NEXT 12 MONTHS. (CLEARED FOR PUBLICATION) DELAVAL TURBINE, INC. ESTIMATES 10 MILLION US DOLLARS IN SALES TO SOVIET UNION OVER NEXT 12 MONTH PERIOD. MR. W.B. BOYUM, VICE PRESIDENT OF DELAVAL, STATED QUOTE: THE DOLLAR INTENSIVE NATURE OF OUR PRODUCT IS SO HIGH THAT WE DID NOT ENTER THE SHOW EXPECTING TO MAKE IMMEDIATE SALES, BUT TO MAKE CONTACTS FOR FUTURE SALES. EXTREMELY PROFESSIONAL MANAGEMENT OF SHOW UNDER DIFFICULT CONDITIONS. JOB AND PEOPLE (USDOC) OUTSTANDING. UNQUOTE (CLEARED FOR PUBLICATION) METCO INC. SOLD ITS COMPLETE FLAME SPRAY SYSTEM FOR 175,000 US DOLLARS AND IS EXPECTING OVER ONE MILLION US DOLLARS IN NEXT YEAR'S SALES. RALPH MUELLER, MANAGING DIRECTOR, SAID QUOTE: EXCELLENT SHOW, EXCELLENT MANAGEMENT, EXCELLENT COMMERCE SUPPORT FOR OUR EFFORT UNQUOTE (CLEARED FOR PUBLICATION). THE EUROPEAN SALES MANAGER FOR COMMERCIAL SHEARING, HEINZ A. MEISTER, EXPECTS TO DO 500,000 US DOLLARS IN NEXT 12 MONTHS AS A DIRECT RESULT OF PARTICIPATION IN US PAVILION AT NASOSY '75. MR. MEISTER STATED QUOTE COMMERCE ASSISTANCE WAS OF GREAT HELP. A PROFESSIONAL JOB AND FIRST-CLASS TREATMENT IN EVERY RESPECT. I BELIEVE THE INVESTMENT WAS WELL DIRECTED BY THE U.S. DEPARTMENT OF COMMERCE. UNQUOTE (CLEARED FOR PUBLICATION)

7. OBSERVATIONS: IT IS OBVIOUS FROM ABOVE SALES FIGURES THAT US EXHIBITORS WILL HAVE THEIR WORK CUT OUT FOR THEM
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IF THEY ARE TO REALIZE THE FORECASTED FIGURES BY APRIL 1976. NASOSY 75 WAS AN EXHIBITION DIRECTED PRIMARILY TO THE OIL AND GAS, CHEMICAL AND PETROCHEMICAL SECTORS OF SOVIET INDUSTRY. AS OF COB APRIL 10, 1975, V/O MACHINOIMPORT, THE FOREIGN TRADE ORGANIZATION DIRECTLY RESPONSIBLE FOR THE PURCHASE OF PUMPS AND COMPRESSORS HAD NOT MADE A SINGLE PURCHASE. FLOOR SALES WERE MADE WITH V/O STANKOIMPORT, V/O TECHMASHIMPORT AND

V/O MEDEXPORT. MACHINOIMPORT COULD NOT OFFER AN EXPLANATION AS TO THEIR FAILURE TO PURCHASE. A FEW EXHIBITORS ARE STILL NEGOTIATING AND COULD SIGN CONTRACTS BEFORE APRIL 15.

8. TOTAL NUMBER OF EXHIBITORS:

23 PAS FOR 26 COMPANIES.

A. NEW-TO-EXPORT: -0-

B. NEW-TO-MARKET: 17

C. OLD-TO-MARKET: 9

D. FULLY ACHIEVING MARKET OBJECTIVE: 23

E. PARTIALLY ACHIEVING MARKET OBJECTIVE: 3

F. FAILING TO ACHIEVE MARKET OBJECTIVE: -0-

G. NUMBER OF EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM UNITED STATES: 17 AMERICANS FROM 7 COMPANIES.

FIRMS WHO PARTIALLY ACHIEVED OBJECTIVE WERE THOSE WHO LISTED IMMEDIATE SALES AS FIRST OBJECTIVE.

9. EXHIBITORS WELL PLEASED WITH ALL FACETS OF THIS EXHIBITION. SOVIET GUESTS CAME IN ORDERLY INTERVALS AND WERE GENERALLY SPECIALISTS, ENGINEERS AND/OR TECHNICIANS. WITH EXCEPTION OF SUNDAY, APRIL 6, CROWDS WERE STADY DURING THE 1000-1800 HOURS OPEN PERIOD. MAJOR PROBLEM CONTINUES TO BE LACK OF REGISTRATION AND FAILURE OF EXHIBITORS TO IDENTIFY VISITORS. COMMERCE STAFF PERSONALLY ESCORTED SEVERAL V.I.P. GROUPS AND SENIOR MEMBERS WERE PROPERLY INTRODUCED. SOVIET SPECIALISTS REFUSE TO IDENTIFY THEMSELVES AND THE CONCEPT THAT ALL SOVIET OFFICIALS HAVE BUSINESS CARDS IS A MYTH. USSR CHAMBER ALSO IDENTIFIED THREE U.S. EXHIBITORS WHO HAD CLIP-OUT REGISTRATION COUPONS IN LITERATURE AVAILABLE TO SHOW VISITORS. SEVERAL FIRMS MADE REFERENCE TO QUOTE GERMANY UNQUOTE AND NOT TO F.R.G. OR G.D.R. BOTH SITUATIONS ARE CAUSE OF CONCERN TO CHAMBER OFFICIALS. FUTURE EXHIBITORS SHOULD BE CAUTIONED ACCORDINGLY.
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10. COMMENTS: WHILE U.S. EXHIBITORS DID NOT REALIZE FLOOR SALES TO EXTENT EXPECTD, LACK OF BUSINESS WAS NOT CONFINED TO USA ALONE. BRITISH COMMERCIAL OFFICER CONFIDED THAT BRITISH PAVILION HAD CONTRACTS FOR ONLY 6,000 POUNDS STERLING. FRG AND AUSTRIAN PAVILION DIRECTORS WERE ALSO COMPLAINING OF POOR FLOOR SALES. DETAILED SALES FIGURES FOR THESE PAVILIONS ARE NOT AVAILABLE. MR. K.F. AFANAS'YEV, DEPUTY CHIEF, DEPARTMENT OF INTERNATIONAL AND FOREIGN EXHIBITIONS IN THE USSR, USSR CHAMBER OF COMMERCE AND INDUSTRY, SAID DURING THE AWARD CEREMONY APRIL 10 QUOTE SOME OF YOUR WOULD PROBABLY RATHER BE RECEIVING CONTRACTS INSTEAD OF THESE DIPLOMAS, BUT DON'T WORRY, CONTRACTS WILL COME IN THE FALL UNQUOTE. EXHIBITORS IN US PAVILION WERE PLEASED WITH OVERALL

RESULTS AND CONTACTS MADE. EMBASSY SUGGESTS THAT TDAD/BEWT
FOLLOW U.S. PARTICIPANTS TO INSURE CONTINUED CONTACT
MAINTAINED WITH V/O MACHINOIMPORT AND/OR PROSPECTIVE
END-USERS IDENTIFIED AT NASOSY 75.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MOSCOW05135
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750129-0923
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750453/aaaabwzj.tel
Line Count: 174
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 30 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JUN 2003 by maginmm>; APPROVED <22 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: NASOSY 75,FINAL REPORT
TAGS: BEXP, UR
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006